

CONTRACT

WISH
1950 N. Meridian St.
Indianapolis, IN 46202
(317) 923-8888

And:

Media Strategies & Research
1580 Lincoln Street
Suite 510
Denver, CO 80203
USA

<u>Contract / Revision</u> 204343 /		<u>Alt Order #</u>
<u>Product</u> 9/17/12 TO 9/23/12		
<u>Contract Dates</u> 09/17/12 - 09/23/12		<u>Estimate #</u> 11831
<u>Advertiser</u> POL/Gregg For Indiana (D)		<u>Original Date / Revision</u> 09/10/12 / 09/10/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WISH	<u>Account Executive</u> David Copple	<u>Sales Office</u> Indy Local Sales
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> IN2114/IN2116/SP175:		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WISH	09/17/12	09/21/12	Daybreak @ 5am	5-530a		:30				NM	3	\$345.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	M--TF--				3	\$115.00	0.00			
N 2	WISH	09/17/12	09/21/12	Daybreak @530am	530-6a		:30				NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				5	\$125.00	0.00			
N 3	WISH	09/17/12	09/21/12	Daybreak @ 6	558-7a		:30				NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				5	\$350.00	0.00			
N 4	WISH	09/17/12	09/21/12	CBS This Morning @7a	7-8a		:30				NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				5	\$200.00	0.00			
N 5	WISH	09/17/12	09/21/12	CBS This Morning @8	8-9a		:30				NM	5	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				5	\$25.00	0.00			
N 6	WISH	09/23/12	09/23/12	Daybreak Sunday	558-9a		:30				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S				1	\$75.00	0.00			
D 7	WISH	09/18/12	09/18/12	Indy Style	858-10a		:30				NM	0	\$0.00
N 8	WISH	09/21/12	09/21/12	Let's Make A Deal	958-11a		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--				1	\$200.00	0.00			
N 9	WISH	09/19/12	09/19/12	Price Is Right	1058-12p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----				1	\$600.00	0.00			
N 10	WISH	09/17/12	09/19/12	Rachael Ray	258-4p		:30				NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	M-W----				2	\$75.00	0.00			
N 11	WISH	09/18/12	09/20/12	Anderson Cooper	357-5p		:30				NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-T---				2	\$75.00	0.00			
N 12	WISH	09/17/12	09/21/12	News 8 @5p	5-530p		:30				NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				5	\$400.00	0.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



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<u>Contract Dates</u> 09/17/12 - 09/23/12	<u>Product</u> 9/17/12 TO 9/23/12	<u>Estimate #</u> 11831
<u>Advertiser</u> POL/Gregg For Indiana (I		<u>Original Date / Revision</u> 09/10/12 / 09/10/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
N 13	WISH	09/17/12	09/21/12	News 8 @ 530p	530-6p		:30				NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 09/17/12		09/23/12	MTWTF--					5	\$400.00	0.00			
N 14	WISH	09/17/12	09/21/12	News 8 @6	558-630p		:30				NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 09/17/12		09/23/12	MTWTF--					5	\$400.00	0.00			
N 15	WISH	09/17/12	09/21/12	CBS Evening News	630-7p		:30				NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 09/17/12		09/23/12	MTWTF--					5	\$700.00	0.00			
N 16	WISH	09/20/12	09/20/12	Inside Edition	658-730p		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 09/17/12		09/23/12	---T---					1	\$550.00	0.00			
N 17	WISH	09/18/12	09/18/12	Entertainment Tonight	728-8p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 09/17/12		09/23/12	-T-----					1	\$600.00	0.00			
N 18	WISH	09/19/12	09/19/12	Wed 930-11p	930-11p		:30				NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 09/17/12		09/23/12	--W----					1	\$2,500.00	0.00			
N 19	WISH	09/19/12	09/21/12	News 8 @ 11 M-F	11-1135p		:30				NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 09/17/12		09/23/12	--WTF--					3	\$650.00	0.00			
D 20	WISH	09/17/12	09/21/12	News 8 @ 11 M-F	11-1135p		:30				NM	0	\$0.00
N 21	WISH	09/22/12	09/22/12	News 8 @11 Saturday	11-1135p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 09/17/12		09/23/12	-----S-					1	\$300.00	0.00			
N 22	WISH	09/23/12	09/23/12	News 8 @ 11 Sunday	11-1130p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 09/17/12		09/23/12	-----S					1	\$400.00	0.00			
N 23	WISH	09/18/12	09/21/12	David Letterman	1135p-1237a		:30				NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 09/17/12		09/23/12	-T--F--					2	\$350.00	0.00			
D 24	WISH	09/23/12	09/23/12	Daybreak Sunday	558-9a		:30				NM	0	\$0.00
N 25	WISH	09/18/12	09/18/12	Indy Style	858-10a		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 09/17/12		09/23/12	-T-----					1	\$50.00	0.00			
N 26	WISH	09/17/12	09/21/12	News 8 @ 11 M-F	11-1135p		:30				NM	6	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 09/17/12		09/23/12	MTWTF--					6	\$900.00	0.00			
Totals										0.00		67	\$26,970.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/23/12	67	\$26,970.00	\$22,924.50
Totals	67	\$26,970.00	\$22,924.50

Signature: _____ **Date:** _____

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Station Order Revised Gregg for Governor 2012

Market: Indianapolis

Estimate ID

Flight Dates: Monday, September 17, 2012 to Sunday, September 23, 2012

11831

Contact: Brent Denny

Phone: 317-923-8888

Email: Brent.Denny@WISHTV.com

Fax: 317-926-1144

Direct: 317-704-8731

WISH-TV

204343

Program Name	DP	Days	Gross Rate	Mon Sep 17	Tue Sep 18	Wed Sep 19	Thu Sep 20	Fri Sep 21	Sat Sep 22	Sun Sep 23	Total
WISH 5a News	EM	M-F	\$115.00	1			1	1			3
5:00 AM 5:30 AM		30	\$345.00								
Sold out at LUR per WISH. Move to S4 to clear.											
WISH 5:30a News	EM	M-F	\$125.00	1	1	1	1	1			5
5:30 AM 6:00 AM		30	\$625.00								
WISH 6a News	EM	M-F	\$350.00	1	1	1	1	1			5
6:00 AM 7:00 AM		30	\$1,750.00								
Sold out at LUR per WISH. Move to S4 to clear.											
CBS This Morning	EM	M-F	\$200.00	1	1	1	1	1			5
7:00 AM 8:00 AM		30	\$1,000.00								
Sold out at LUR per WISH. Move to S4 to clear.											
CBS This Morning	EM	M-F	\$25.00	1	1	1	1	1			5
8:00 AM 9:00 AM		30	\$125.00								
Sunday 8a News	EM	Su	\$75.00							1	1
8:00 AM 9:00 AM		30	\$75.00								
6-9 AM											
Indy Style	DT	M-F	\$50.00		1						1
9:00 AM 10:00 AM		30	\$50.00								
Lets Make a Deal	DT	M-F	\$200.00					1			1
10:00 AM 11:00 AM		30	\$200.00								
Sold out at LUR per WISH. Move to S3 to clear.											
Price is Right	DT	M-F	\$600.00			1					1
11:00 AM 12:00 PM		30	\$600.00								
Sold out at LUR per WISH. Move to S3 to clear.											
Rachael Ray	EF	M-F	\$75.00	1		1					2
3:00 PM 4:00 PM		30	\$150.00								
Anderson Cooper	EF	M-F	\$75.00		1		1				2
4:00 PM 5:00 PM		30	\$150.00								
WISH 5p News	EN	M-F	\$400.00	1	1	1	1	1			5
5:00 PM 5:30 PM		30	\$2,000.00								
Sold out at LUR per WISH. Move to S4 to clear.											

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 9/7/2012 10:40:12 AM

WISH-TV

Page 1 of 2

suzannel@mediastrategies.com



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Market: Indianapolis

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Flight Dates: Monday, September 17, 2012 to Sunday, September 23, 2012

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Phone: 317-923-8888

Email: Brent.Denny@WISHTV.com

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Direct: 317-704-8731

WISH-TV

Program Name	DP	Days	Length	Gross Rate	Mon Sep 17	Tue Sep 18	Wed Sep 19	Thu Sep 20	Fri Sep 21	Sat Sep 22	Sun Sep 23	Total
WISH 5:30p News	EN	M-F	30	\$400.00	1	1	1	1	1			5
5:30 PM 6:00 PM				\$2,000.00								
Sold out at LUR per WISH. Move to S4 to clear.												
WISH 6p News	EN	M-F	30	\$400.00	1	1	1	1	1			5
6:00 PM 6:30 PM				\$2,000.00								
Sold out at LUR per WISH. Move to S4 to clear.												
CBS Evening News	EN	M-F	30	\$700.00	1	1	1	1	1			5
6:30 PM 7:00 PM				\$3,500.00								
Sold out at LUR per WISH. Move to S3 to clear.												
Inside Edition	PA	M-F	30	\$550.00				1				1
7:00 PM 7:30 PM				\$550.00								
Sold out at LUR per WISH. Move to S3 to clear.												
Ent Tonight	PA	M-F	30	\$600.00		1						1
7:30 PM 8:00 PM				\$600.00								
Sold out at LUR per WISH. Move to S3 to clear.												
Big Brother	PT	W	30	\$2,500.00			1					1
9:30 PM 11:00 PM				\$2,500.00								
Sold out at LUR per WISH. Move to S3 to clear.												
WISH 11p News	LN	M-F	30	\$650.00			1	1	1			3
11:00 PM 11:34 PM				\$1,950.00								
Sold out at LUR per WISH. Move to S4 to clear.												
WISH 11p News	LN	M-F	30	\$900.00	2	1	1	1	1			6
11:00 PM 11:34 PM				\$5,400.00								
Sold out at LUR per WISH. Move to S3 to clear.												
Saturday 11p News	LN	Sa	30	\$300.00						1		1
11:00 PM 11:34 PM				\$300.00								
Sold out at LUR per WISH. Move to S4 to clear.												
Sunday 11p News	LN	Su	30	\$400.00							1	1
11:00 PM 11:34 PM				\$400.00								
Sold out at LUR per WISH. Move to S4 to clear.												
Letterman	LF	M-F	30	\$350.00		1			1			2
11:35 PM 12:37 AM				\$700.00								
Sold out at LUR per WISH. Move to S4 to clear.												
Station Gross Totals				\$26,970.00	12	13	13	13	13	1	2	67

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzannel@mediastategies.com

Date/Time Sent: 9/7/2012 10:40:12 AM

WISH-TV

Page 2 of 2

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐

FEDERAL CANDIDATE

☒

STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: WISH-TV Indianapolis	Date: 9/7/2012
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I, Media Strategies and Research,

being/on behalf of: John Gregg, a legally

qualified candidate of the Democratic political

party for the office of: Governor

in the General

election to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Monday, September 17, 2012			Sunday, September 23, 2012		

Total Charges: \$26,970.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Gregg for Indiana

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Mike Claytor


This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Friday, September 07, 2012

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title